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STORYTELLING

## Gift Book Idea: This Kickstarter Wants to Bring Back Old School Love

Danish company, [Story No. 9](#), has launched personalized books of tickets that can be redeemed for simple acts. Illustrated in different art styles and inspired by Simple Gift-Giving, The Five Love Languages and Danish Hygge.

Company founder, Nhi Do, explains that her primary intent was to make it easier for people to express their love. She explains that past relationships made her realise that she never felt comfortable saying the three words “I love you”. She says that people express their love differently, but sometimes it goes unnoticed, something she feels needs to change. Beyond this and on a larger scale, Nhi has a more important mission of celebrating the little things in today’s modern love.

Some years ago, she conducted a thesis about gift-giving behavior and discovered that psychologists suggest that gift-giving anxiety is a serious problem, especially among men who are not primary gift givers. She says, “We seem to have lost sight of what really matters in a solid and healthy relationship. The pressure of buying expensive gifts is real. Social media create even more confusion around how to express love. That is why bringing back old school love is important, and why Story No. 9 was created.”

Story No. 9 has therefore designed a series of beautifully illustrated personalized gift books with love tickets, that can be redeemed for a range of activities, like a home-cooked meal or watching the sunset. It offers a simple, unique and unfiltered way to encourage putting in the work and effort required for healthy relationships. Gift giving should be kept... simple.

Story No. 9 has incorporated The Five Love Languages in a fun, but meaningful way. Gary Chapman’s 1992 book, laid out what he believes to be the five fundamental ways in which people express and experience their love: words of affirmation; gifts; acts of service; quality time; and physical touch. Story No. 9 uses a modern approach that include four of the love languages into love tickets. The only one not included is the words of affirmation, like saying ‘thank you’ or ‘I love you’, to which Nhi says “That’s up to you!”.

But for Nhi, it’s about more than just the love languages, it’s about spreading what she believes is one of the most important cultural heritages she grew up with. Nhi was raised in Denmark, and has lived their now-famous Hygge lifestyle since childhood. She believes that one of the happiest nations in the world, is happy for a good reason. Hygge is a lifestyle of finding joy in the simple things. It embraces the art of doing nothing and still having a good time. “You don’t have to go out on a spa day, dine at a restaurant, or jump out of an airplane to feel enjoyment. Doing small things

like going for long walks or baking a cake, are the things that bring people closer together. This is why Story No. 9's love tickets consist of small 'hyggelige' things."

Story No. 9 currently offers the tickets in three different art styles. The company plans to add an even wider variety of art styles in the future, once their Kickstarter project is successful.

The project has been on the go for three years, and earlier this year, the tickets and digital books were made available online for free. Hard copies of the books are currently also available for sale. In order to raise funding to distribute the books, and produce styles that will appeal to a wider audience, Story No. 9 is launching a Kickstarter on 11 November 2019.

Learn more and support this project [storynine.gift/kickstarter](https://storynine.gift/kickstarter).

**Video:**

<https://youtu.be/TICodwdJJM4>

**Website:**

<https://storynine.gift>

**For further information (press kit, images and videos) please visit:**

<https://storynine.xtensio.com/r4esiqqv>

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